

## ABSTRACT OF THE DISCLOSURE

~~To provide~~The invention provides an optoelectronic-device substrate used for a display panel ~~for displaying~~to display an image with high quality and high contrast, a method ~~for driving~~of driving the substrate, a digitally-driven liquid-crystal display, an electronic apparatus, and a projector. In an optoelectronic-device substrate ~~400~~ having a memory-cell array including a plurality of memory cells ~~101~~ that is arranged in matrix form and digitally driven, each memory cell ~~101~~ has an analog switch SW1 ~~for inverting~~to invert the phase of data transmitted thereto, or data having an inverted phase is transmitted to the memory cell ~~101~~.